

# ORDER



**Orders**  
**Order / Rev:** 715926  
**Alt Order #:** 06331588  
**Product Desc:** CRAVAACK FOR CONGRES  
**Estimate:** C09C15  
**Flight Dates:** 10/09/12 - 10/15/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** CRAVAACK, C / R / CON  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	22	\$14,600.00	\$12,410.00
10/15/12	10/21/12	5	\$4,750.00	\$4,037.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$19,350.00	\$16,447.50	0.00
<b>Totals</b>	<b>27</b>	<b>\$19,350.00</b>	<b>\$16,447.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	20%	\$19,350.00
Market	100%	\$96,750.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
Kawe	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	29%	\$28,057.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	12%	\$11,610.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	39%	\$37,732.50
WFTC	0%	\$0.00

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 Estimate: C09C15  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$500.00		0.00						
5	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$650.00		0.00						
6	KARE	10/12/12	10/12/12	M-F 9-10a TODAY	CM	9-10a	----F--	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$360.00		0.00						
7	KARE	10/15/12	10/15/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$2,200.00		0.00						
8	KARE	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$575.00		0.00						
12	KARE	10/15/12	10/15/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,200.00		0.00						
14	KARE	10/15/12	10/15/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$175.00		0.00						
15	KARE	10/13/12	10/13/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$990.00		0.00						
16	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$400.00		0.00						
19	KARE	10/11/12	10/11/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$500.00		0.00						
24	KARE	10/11/12	10/11/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$360.00		0.00						
25	KARE	10/09/12	10/09/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$500.00		0.00						
30	KARE	10/09/12	10/09/12		CM	9-10a	-T-----	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00

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 Estimate: C09C15  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				M-F 9-10a											
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$360.00		0.00			
31	KARE	10/10/12	10/10/12	M-F 10-1035p KARE News 10p	CM	10P-1035P	--W----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$1,500.00		0.00			
32	KARE	10/10/12	10/10/12	Tonight Show Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$500.00		0.00			
35	KARE	10/10/12	10/10/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$650.00		0.00			
36	KARE	10/10/12	10/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	--W----	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$360.00		0.00			
37	KARE	10/12/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$990.00		0.00			
39	KARE	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$600.00		0.00			
42	KARE	10/11/12	10/11/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$990.00		0.00			
44	KARE	10/09/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$990.00		0.00			
46	KARE	10/10/12	10/10/12	M-F 430-5p Jeopardy	CM	430-5P	--W----	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$990.00		0.00			
48	KARE	10/09/12	10/09/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-T-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$1,500.00		0.00			
49	KARE	10/09/12	10/09/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$650.00		0.00			
N50	KARE	10/13/12	10/13/12	Notre Dame Football Notre Dame Football	CM	230-5P	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					2	\$400.00		0.00			
N51	KARE	10/11/12	10/11/12	M-F 430-5A M-F 430-5a	CM	430A SUNRISE	---T---	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRES  
 Estimate: C09C15

KARE

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N51	KARE	10/11/12	10/11/12	M-F 430-5A M-F 430-5a	CM	430A SUNRISE	---T---	:30	1	\$60.00	P-2	0.00 NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---T---	1		\$60.00		0.00					
												Totals	27	\$19,350.00